Personal Statement

Business analytics is finding a wider and wider application in today’s business world. Especially after integrated with big data analysis, business analytics is playing an increasingly important role in marketing, promotion, and advertisement industry. For example, in 1990s people can only see advertisements from TV channels and in 2000s from the Internet. But nowadays, social media platforms such as Instagram and Tik Tok can forward precisely customized pushes to different users according to their online search history, which significantly reduces the cost of advertisements and increases the effectiveness. Another example is HeMa Fresh Market, a completely restructured new retail format in China established by Alibaba. Its distinguished feature is the 30-minute home delivery service within 3-kilometer radius from a store. The convenient service is achieved by the big data of user preference, consumption habit, and buying power of those who live within three kilometers to each store. The data is collected from various sources including Taobao, Alipay, and DiDi Taxi. All these technological innovations and applications have blown up my mind and are really attractive to me. So I have made up my mind to pursue advanced study in business analytics.

Under the influence of my parents, I transferred from economics major to business school after my freshman year. After then, I have taken business classes in a wide range covering accounting, finance, business law, logistics, international business, MIS, organization behavior, and marketing. Specifically, I took a business analytics class, from which I systematically learned about financial models. I also learned that the indifference point is a very important concept in analytics because decisions will only change at an indifference point. Besides business classes, I have also been equipped with abundant knowledge in math, economics, and computer science. My proficient skills in Java, SQL, and MATLAB will definitely be an invaluable plus for my future study in business analytics.

In order to obtain more real world business operation experience, I have managed to find internship opportunities in summer breaks. Two impressive internship experiences have clearly shaped my career goals. The first internship was at my father’s company, LOHAS Decoration Co. Ltd. I conducted basic works in the headquarter store such as showing the furniture and introducing the decoration service to customers. During the internship, I successfully signed a contract of 140,000 RMB, and assisted renovating the operation scheme from “Factory-to-Customer” (F2C) to “Customer-to-Manufacturer” (C2M). This internship endowed me precious first-hand experience in marketing, customer service, and brand promotion. I believe that business analytics and the relevant quantitative study is the right direction for me to further develop my skills in marketing.

Another impressive internship experience was at Accenture Strategy in summer 2019. It was the first time I gained experience in the consulting industry and I discovered my passion in this field. Under the supervision of my advisor, I conducted a research project on the toothpaste market in China. After collecting and analyzing the market share data, I generated the comparison charts and finished a research report. This internship experience helped me set up my short-term career goal. After graduation, I hope to work as a data scientist in a big consulting company like Mckinsey and Boston Consulting Group. There are a lot of essential skills and capabilities needed to become a professional data scientist such as database knowledge, coding proficiency, statistical analysis ability, and communication skills. I will put in time and efforts to obtain these skills and tools in graduate school. Later on, I will learn how to solve business problems in workplace and continue to improve myself by working in one of the best consulting companies in the world.

As for my long-term career goal, after I accumulate enough experience and interpersonal network resources, I will go back to China and join in a large internet company like Tencent or ByteDance as a senior data analyst. I foresee my daily work will consist of predicting the user demand, preference, and buying power by analyzing the relevant user data. The conclusions and achievements of my work will surely help the company make eventful strategic decisions.

The Master of Science in Business Analytics program at University of Washington meets my desire very well from many aspects. From operations and finance, to programming and modelling, to machine learning and artificial intelligence, UW MSBA program provides an integrated and comprehensive curriculum. The comprehensive curriculum and project-based study pattern will allow me to gain technical skills and business knowledge to better analyze challenges and create strategic solutions. Additionally, UW Foster Business School is top-ranked national wide, which enjoys an honorable reputation and world class education quality. Also, I will have access to the Foster alumni network and connections to Seattle’s business community in order to accelerate my career in a rapidly growing field. I really look forward to joining into your program and start a new phase of my life.